Welcome!

Facebook is a social networking website originally created to help connect users with family and friends. As part of an evolution in the use of social media, many users are not only engaging people that they already know, but they are participating in communities of shared interest.

Our Facebook page provides a forum for learning, sharing and connecting around Partnerships and Community Collaboration. In addition, it also provides additional functionality (in the form of apps and the ability to share media) to support current participants of the Managing by Network online course.

Types of Facebook Pages (http://www.facebook.com/pages)

Facebook pages include both personal and business pages. Personal pages are the ones that individuals use primarily to relate with their families and friends. From their personal page, individuals can choose to "Like" business pages for which they have an interest. These business pages—the ones that you can "Like"—include organizations, entertainers, causes, brands, and places.

When you like a business page, you then participate in a community of users centered on the subject, or material, related to that page. In addition, as a fan, you'll receive information from that page if the administrators choose to share with you. You can also participate in conversations and even post information, photos, and articles, on that page. The evolution of the trusty list serve is one way to think about this page.

One important thing to keep in mind is that none of you're the posts that you make on your personal Facebook page ever make it to a page that you've "Liked."

Here are tips to help you get connected in Facebook (FB).

1. **Get a personal profile in Facebook**
    Setting up your own Facebook Page is the first step in getting connected to the PACCA Facebook page.
    *   To create your Facebook profile, navigate to www. Facebook.com.
    *   Go to the boxes on the right side under, "Sign Up." Enter your first and last name, your email address, and create a password.
    *   You many then enter some additional personal information to help fill out your page and let people know more about you. E.g. headshot, place where you live or work and where you went to school. This information is optional, but helps friends, families and colleagues (who are Facebook users) to find you.
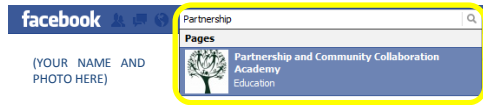   *   Visit the "Learn about Facebook" section of the FB Help Center to learn more on how to set up a profile.

2. Get connected: just "Like" us!

While logged into your FB personal profile:

- Search for "Partnerships and Community Collaboration Academy" in the search box on the blue FB banner, and click on us (*this is how you search for others on FB):*


- …and then click the "Like" button next to our title.

What this does:

Sends updates posted to the PACCA FB page to your FB page. FB also sends an email to the account you used to register; you can control how many update notices you receive through *Account Settings* (Section 5 below).

Did it work? On your FB profile, you will see our logo under "Pages" in the navigation bar on the left side:
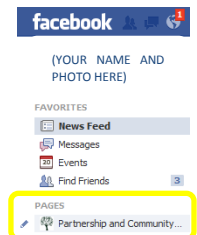
Fear not! Your personal FB updates ("I'm walking the dog") will NOT show up on PACCA! Because PACCA is an organization, this is a *one-way street*. Neither PACCA nor its fans will get notices about postings to your personal profile. (Your friends can see, however, that you "LIKE" PACCA.) At this time, if you DO want to share something with us, post it on PACCA's FB page (section 4).

How to send us feedback

- Post a comment on PACCA's FB page, or
- Send us an Email:
  Liz: lmadisonconsult@aol.com
  Denis: denis_desmarais@hotmail.com

3. Navigating our FB page

The "Timeline" layout

Here are the basic parts of the FB page, which is in the new "Timeline" format:

Search box

Photo banner

"About" section

Apps (photos, events, videos, notes, etc.)

Place to post your comments

The Timeline format shows the most recent updates and postings on the PACCA site.

To view earlier postings:
- scroll down to the bottom of the "Highlights" (current postings) and Facebook should expand to show them; or
- click on the Timeline Bar to navigate to an earlier time period:

The Apps

Facebook shows the first few apps right below the photo banner.

To see the other apps, click the down arrow to the right of the Apps section.

Photos: includes albums of PACCA photos and topical slides from all the Managing by Network sessions. Click on the album to view the photos in slideshow format.

Welcome: this is under construction, please excuse our dust! Here we might keep more information about the Managing by Network course, and other reference materials.

Events: we will post upcoming session times and events of interest to the community

Notes: includes important messages from the PACCA FB team. It also includes a no-frills version of this User Guide

Make sure you read and understand the **Code of Conduct** posted in Notes.

We are exploring other apps to add in the future (Good Reads for sharing books, connecting to our own YouTube channel, etc.). Let us know if there are apps you'd like PACCA to add (Section 6 below).

4. Posting comments, links and media

Here is how to post, edit, or remove a comment, or a link to a web resource or video.

Post a comment: Type in the box that says "What's on your mind?" Click "Post" to share it.
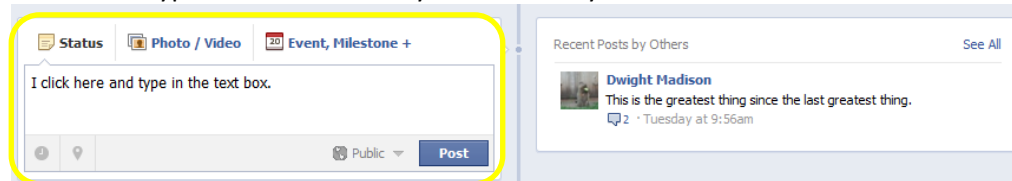
Post a link: Type your comments in the box, as above. Then paste in the URL of the link you want to share. FB will automatically include a few lines of content from your link (you can then remove the actual URL in your text box if you like).

Post a photo or video:

- In the "What's on your mind" box, click the button for Photos/Video.

- Click the button for what you wish to do next; for example, Upload Photo/Video. If you have a series of photos, you might want to create an Album first.

- Click browse to find the file on your computer to upload. Note that you can type in descriptive text in the area that says "Say something about this…"
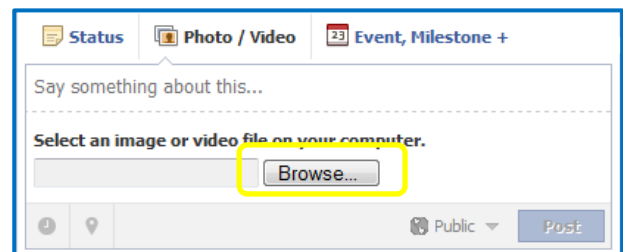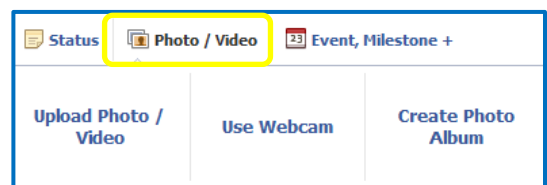
Like or Comment on posts by others: Under every post you should see these options. Click "Like" to give it a thumbs-up; click "Comment" to leave a written reply.
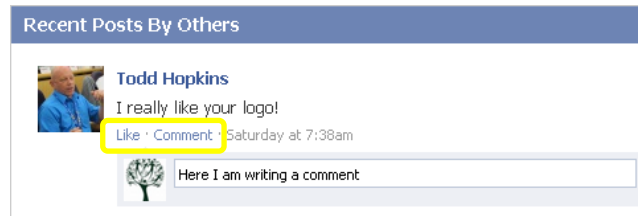
Edit your post: You can edit posts to your own wall on your FB profile. Note that you cannot edit a posting on the PACCA wall; you can only Delete or Hide from View.

Delete your post: Hover your mouse over the posting. In the upper right corner, you will see the pencil icon; click to expand the Edit menu, and select Delete.
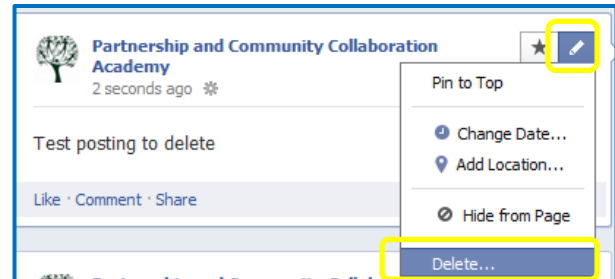
5. **Privacy and Account Settings**

Posted comments can be personal, shared with friends, or public. *Privacy settings* determine how much of your information others can see. *Account settings* determine what kind of information you receive from others, including notifications from Facebook about other peoples' updates. *(Note: check these settings monthly as information sharing policies may change)*.

- Click the account menu ⏷ at the top right of any FB page and choose "Account Settings" of "Privacy Settings"

See Manage My Account in the Facebook Help Center to learn how to customize these settings. For example, you can:

- Decide what basic personal information is visible in "Edit Profile"

- Control who can see posts on your FB page by choosing the "audience" before you post a comment (right)

- Determine what email notifications you receive from FB when people in your network post new updates under "Notifications" in your Account Settings. Facebook provides a lot of options for receiving notifications, so it is worth taking a few minutes to check or un-check boxes to prevent your email from being deluged (below)

5